the eye features of the user are determined while the object picture data, made visible, is being viewed by the user.

19. (New) The transaction method according to claim 18, wherein the object picture data are made visible to the user by picture signals corresponding to the object picture data being projected directly on a retina of the user.

20. (New) The transaction method according to claim 18, wherein the eye features are determined by light reflected by eye parts being captured in at least a partial region of these eye parts and being conducted to a light-sensitive element.

21. (New) The transaction method according to claim 19, wherein the eye features include at least a retinal pattern of one retina of the user, reflection data are determined from captured light, which light is reflected by the retina based on the projected picture signals, and the retinal pattern is determined from the determined reflection data and associated object picture data.

22. (New) The transaction method according to claim 19, wherein the eye features include at least a retinal pattern of one retina of the user, which retinal pattern is determined from captured light, which light is reflected by the retina based on projected light, which projected light contains other wavelengths than the picture signals.

23. (New) The transaction method according to claim 19, wherein determined in the processing unit are user data, which are associated with the eye features.

24. (New) The transaction method according to claim 18, wherein the object data further contain an object provider identification.

25. (New) The transaction method according to claim 18, wherein the transaction records are transmitted by a telecommunications network to a processing unit in a service center.

26. (New) The transaction method according to claim 18, wherein the object picture data are obtained from a service center over a telecommunications network.

27. (New) A device having display means to make visible to a user object picture data relating to a transaction object, which device includes means for determining eye features of the user and includes means of linking in a transaction record the determined eye features with object data relating to the transaction object, the object data containing at least an object identification, and of forwarding the transaction record to a processing unit, wherein

the device is configured such that the eye features are determined while the object picture data, made visible, are being viewed by the user.

28. (New) The device according to claim 27, wherein the display means include a retinal display device, which retinal display device makes visible to the user the object picture data by projecting picture signals corresponding to the object picture data directly on a retina of the user.

29. (New) The device according to claim 27, wherein the means for determining eye features include a scanner to capture light reflected by eye parts at least in a partial region of these eye parts.

30. The device according to claim 29, wherein the scanner is configured to capture at least the light reflected by one retina of the user, which light is reflected by the retina based on projected picture signals, and the device includes a retina determining module to

determine at least a retinal pattern of one retina from captured reflection data corresponding to the captured light and from associated object picture data.

31. (New) The device according to claim 29, wherein the scanner includes a light source, which light source beams light containing other wavelengths than the picture signals, and the scanner is configured to capture at least the light reflected by one retina of the user, which light is reflected by the retina based on projected light from a light source.

32. (New) The device according to claim 27, further comprising a processing unit, which processing unit determines user data which are associated with the eye features.

33. (New) The device according to claim 27, further comprising a communications module to transmit the transaction record by a telecommunications network to a processing unit in a service center.

34. (New) The device according to claim 33, wherein the communications module obtains the object picture data from a service center by a telecommunications network.

IN THE ABSTRACT

Please amend the Abstract on page 16 as follows:

Abstract

A transaction method, a service center, and a device for carrying out the transaction method. In the transaction method object picture data relating to a transaction object, for example a product or a service, are made visible to a user, for instance by projecting image signals corresponding to the object picture data directly on the retina of the user. Eye features of the user are determined while the object picture data, made visible, are viewed by him/her, for example by the light being captured that is reflected by the retina owing to the